

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

**BMK 2024 – CONSUMER BEHAVIOR**  
(All section / Groups)

2 JUNE 2016  
2.30 p.m. - 4.30 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO (2)** pages (*excluding* the cover page) with 5 questions only.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION ONE**

Maslow's hierarchy is a well-known approach to specify the relative priority assigned to different needs. Discuss how companies can tailor their marketing efforts more effectively and efficiently to a segment's needs based on your understanding of Maslow's hierarchy of needs.

(20 marks)

**QUESTION TWO**

Consider the following results for a TV set, based on Fishbein's multiattribute model:

| Attribute          | Evaluation | Brand Belief |
|--------------------|------------|--------------|
| Clear picture      | +3         | +2           |
| Low price          | +2         | -1           |
| Durable            | +3         | +1           |
| Attractive cabinet | +1         | +3           |

- Calculate the overall attitude score. (2 marks)
- Calculate the maximum overall score a brand could receive given the current set of attribute evaluations. (2 marks)
- Describe the product's strengths and weaknesses as perceived by consumers. (6 marks)
- Identify all possible changes that would enhance brand attitude. (5 marks)
- Which change would lead to the greatest improvement in attitude? (5 marks)

Total: (20 marks)

**QUESTION THREE**

- Discuss any four characteristics of opinion leaders. (10 marks)
- Discuss any five situations where the personal influence in the form of opinion leadership is most likely to occur with appropriate examples. (10 marks)

Total: (20 marks)

Continued...

**QUESTION FOUR**

- (a) Discuss the dangers of over exposure and suggest a solution to solve the problem.  
(10 marks)
- (b) Explain the meaning of “learned” attention-inducing stimuli and suggest how a company can use it to attract consumers’ attention in its promotional campaign with two appropriate examples.  
(10 marks)
- Total: (20 marks)

**QUESTION FIVE**

- (a) Explain what classical conditioning approach is, and discuss why this approach is attractive to companies who are interested in shaping consumers' opinions.  
(10 marks)

(b) *“Product endorsers can help shape consumers' product opinions in many ways. However, marketers are very careful in selecting endorsers to support the advertising idea due to the issue of match-up hypothesis”.*

With reference to the above statement, provide your understanding and justification on the issue of match-up hypothesis in selecting product endorses with appropriate examples.  
(10 marks)

Total: (20 marks)

**End of page.**